

**IN THE CLAIMS:**

Please add new claims 23-27, and amend claims 1, 9, 11, 16 and 18 as follows.

1. (currently amended) A hang tag for [selective] attachment to a product,  
comprising:  
  
    an optical memory encoded with selected information [relating to a product to which  
  
    [it] the hang tag is [to be] attached];  
  
    a protective enclosure dimensioned [and means for selective attachment to a  
  
product, said means for selective attachment comprising a pouch having dimensions] to  
receive said optical memory [and a generally elongate member attached to said pouch and  
attachable to the product, said pouch normally being sufficiently and selectively closed to  
prevent movement of said optical memory out of said pouch independently of attachment to  
the product]\_;  
  
    attachment means for selectively attaching said protective enclosure to a product;  
  
    and  
  
    access means cooperating with said protective enclosure for initially obstructing said  
  
optical memory from being removed from said protective enclosure and for subsequently  
permanently eliminating any obstruction to allow for free movement of said optical memory

from and into said protective enclosure after said access means is altered by a user to allow said optical memory to be initially withdrawn from said protective enclosure.

2. (canceled)

3. (currently amended) The hang tag according to claim [1] 23, wherein said elongate member comprises a cord adapted for positioning between the product and said pouch.

4. (canceled)

5. (canceled)

6. (previously presented) The hang tag according to claim 1, wherein the optical memory is an optical disk.

7. (previously presented)

8. (previously presented) A hang tag according to claim 1, wherein the optical memory is non-circular.

9. (currently amended) A method for labeling products so as to provide consumers with [a wealth of] selected information [relating to the product], comprising:

producing a hang tag including an optical memory encoded with information relating to a product to which it is to be attached [and means for selective attachment to the product; and attaching the hang tag to the product, said means for selective attachment comprising a pouch having dimensions to receive said optical memory and a generally

elongate member attached to said pouch and attachable to the product,] \_;

inserting said optical memory within a protective enclosure dimensioned to received  
and protectively enclose said optical memory;

said protective enclosure [pouch] normally being [sufficiently and selectively] closed  
to prevent movement of said optical memory out of said [pouch independently of  
attachment to the product] protective enclosure :

selectively attaching said protective enclosure to the product; and  
initially obstructing with access means said optical memory from being removed from  
said protective enclosure and subsequently permanently eliminating any obstruction to  
allow for free movement of said optical memory from and into said protective enclosure  
after said access means is altered by a user to allow said optical memory to be initially  
withdrawn from said protective enclosure.

10. (canceled)

11. (currently amended) The method according to claim 9, wherein said protective  
enclosure is secured to the product with an elongate member [comprises] in the form of a  
cord [adapted for positioning between the product and said pouch].

12. (canceled)

13. (canceled)

14. (previously presented) The method according to claim 9, wherein the optical

memory is a CD-ROM.

15. (previously presented) The method according to claim 9, wherein the optical memory is non-circular.

16. (currently amended) A product including a hang tag attached thereto for providing consumers with selected information [relating to the product], the hang tag comprising:

an optical memory encoded with information relating to a product to which [it] the hang tag is [to be] attached; and means for [selective] attachment to a product, said means for [selective] attachment comprising ; [a pouch having dimensions to receive said optical memory and a generally elongate member attached to said pouch and attachable to the product, said pouch normally being sufficiently and selectively closed to prevent movement of said optical memory out of said pouch independently of attachment to the product] receive said optical memory [and a generally elongate member attached to said pouch and attachable to the product, said pouch normally being sufficiently and selectively closed to prevent movement of said optical memory out of said pouch independently of attachment to the product];

a protective enclosure dimensioned to receive said optical memory;

access means cooperating with said protective enclosure and for initially obstructing said optical memory from being removed from said protective enclosure and subsequently

permanently eliminating any obstruction to allow for free movement of said optical memory from and into said protective enclosure after said access means is altered by a user to allow said optical memory is initially withdrawn from said protective enclosure.

17. (canceled)

18. (currently amended) The product according to claim [16] 24, wherein said elongate member comprises a cord adapted for positioning between the product and said pouch.

19. (canceled)

20. (canceled)

21. (previously presented) The product according to claim 16, wherein the optical memory is a CD-ROM.

22. (previously presented) The product according to claim 16, wherein the optical memory is non-circular.

23. (New) The hangtag according to claim 1, wherein said attachment means comprises an elongate member attached to said pouch and attachable to the product.

24. (New) A product according to claim 16, wherein said attachment means comprises an elongate member attached to said pouch and attachable to the product.

25. The hangtag according to claim 1, wherein said protective enclosure comprises two juxtaposed flat panels attached about their peripheral edges.

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*AMENDMENT AFTER FINAL REJECTION AND REQUEST FOR RECONSIDERATION*

26. The hangtag according to claim 1, wherein said access means comprises a sealed edge of said juxtaposed panels that is severable by a user to expose an opening for removing said optical memory.

27. The hangtag according to claim 1, wherein said access means comprises said attachments means secured to said protective enclosure at a location to initially block removal of said optical memory.

28. (New) The hangtag according to claim 1, wherein the information encoded on said optical memory includes information relating to the product to which the hangtag is to be attached.

29. (New) The method according to claim 1, wherein the information encoded on said optical memory includes information relating to the product to which the hangtag is to be attached.

30. (New) The product according to claim 1, wherein the information encoded on said optical memory includes information relating to the product to which the hangtag is to be attached.